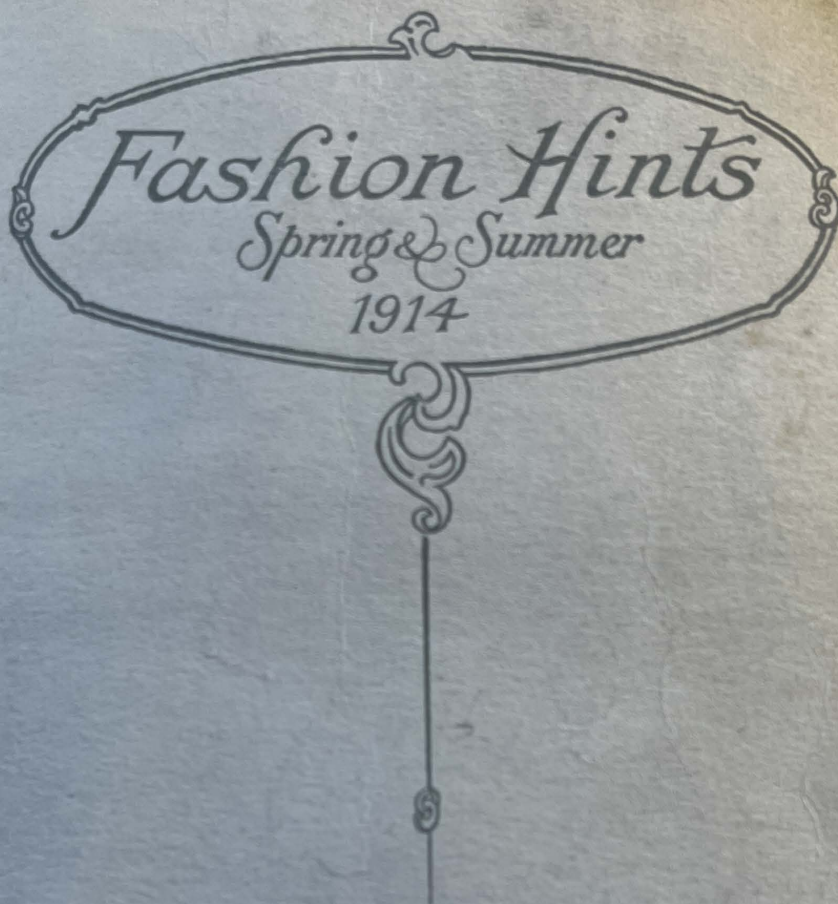


APR 22 1915

N. C.

M. E. Cordy

done



by  
Lane Bryant  
New York

V L V

N.C., 12



If you have friends likely to be interested in our styles kindly send us their names with addresses and a copy of this book will be forwarded at once.

In addition to this book of FASHION HINTS we issue also a special edition EXPECTATIONS and STYLES devoted to attire for Maternity. That too will be sent on request. Kindly indicate which one is desired.

### INDEX TO PAGES.

Bloomers .....	30	Lane Bryant Komfort	
Boudoir Caps .....	28	Garment .....	30
Brassiers .....	30	Matinees .....	28
Chemises .....	31	Neckwear .....	48
Coats .....	20, 21, 22	Night Gowns .....	31
Combinations .....	30	Negligees .....	23, 25, 26, 27
Corset Covers .....	29, 30	Our Methods .....	8
Dresses—		Petticoats .....	29
Challie Dresses .....	12	Separate Skirts .....	17, 18, 19
Crepe de Chine Dresses .....	1, 4	Skirts, extra size .....	43
Evening Dresses .....	6, 7	Tea Gowns .....	24
Extra sizes .....	44 to 47	Three Piece Suits .....	9
Foulard Dresses .....	2	Waists—	
Mourning Dresses .....	14	Chiffon Waists .....	19
Summer Dresses .....	8, 10, 11, 13	Extra size Waists .....	43
Tennis Dresses .....	15	Lace Waists .....	19
Taffeta Dresses .....	5	Lingerie Waists .....	16, 18
Dress Slips .....	30	Middy Blouses .....	16
General Information .....	49	Silk Waists .....	17
Infants' Wear .....	32 to 42		

Lane Bryant, New York.

### SMART AFTERNOON DRESS.

*Especially Priced.*

There is something very charming and individual about the pretty afternoon dresses worn this season. We have shown an exceptionally large variety so that every taste and type of figure may be supplied with the most suitable model. Crepe de chine, poplin and crepe meteor are much in use as well as taffetas. The superior wearing qualities of the softer silk have rather overshadowed all others.

**R6058**—Crepe de chine dress with exceptionally smart lines most attractive for a dressy street costume with its smart inverted points at sides. The elbow sleeves have points held in with a button at plait. The blouse is softly gathered with wide hand embroidered girdle of velvet in a contrasting shade. The model shows gray with plum; any other combination may be used. The vest is of cream net with shadow lace frill. Standing lace frill at neck. Waist lined. Fastened at front. The skirt shows wide panel at back and front. Value \$30.00. Special price, **\$21.50**

**R6058p**—The above model of silk poplin in any color. Value, \$27.50. Special price, **\$18.75**



R-6058



R-1261

R-1231

**R1261**—Dainty crepe de chine dress with minaret tunic; may be had in navy, brown, green, wine, black or gray. The model shows a pretty navy with collar, vest and sleeve ruffles of fine ecru lace in shadow pattern. The pretty drooping shoulder hangs loose over sleeve and pearl buttons show on fine net at front. Waist lined. The skirt has a double ruffle of the fabric set on short tunic with a cord. Draped girdle fastened at front. Value, \$22.50. Special price, **\$13.85**

**R1231**—The popular peg top draping is most effectively carried out in this clever model of crepe meteor with opening at front and a deep tuck at back to relieve the plain expanse; may be had in all colors. The long sleeves show a smart puff at forearm and frill of fine silk lace below cuffs. Lace shows also at front where dress fastens. Girdle and points at neck of black moire. Standing collar at back. Value, \$27.00. Special price, **\$18.75**

The above models may be had in misses' sizes 14 to 20 years and women's sizes 34 to 44 bust measure.



## FIGURED CREPE AND FOULARD DRESSES.



R-6050

**R1263**—Imported crepe silk is used for this becoming style which may be had in many fashionable colorings, taupe, raspberry, green, Copenhagen, white, hazel or black. The model is a cadet blue with gold and red flowers. The trimmings are of plain messaline. Sleeve and yoke are cut in one and the bodice gathered under piping. A very dainty lace collar shows at neck and the vest is of shadow lace with inverted flaps of messaline. Flowered buttons at front where dress fastens. The skirt has deep hemstitched flounce below hips while the front continues plain and is mounted at top over draped girdle of messaline. Waist lined. Price, \$11.75

All the above dresses may be had in misses' sizes 14 to 20 years and women's sizes 34 to 42 bust measure.

The flowered materials which had almost fallen into disuse by the predominance of plainer fabrics have received a new impetus with the revival of the Dolly Varden effects now so popular. The light soft silks are cool as well as serviceable and they fill the gap between regulation summer fabrics and the more dressy silks.

**R6050**—Very smart foulard meteor in a small pattern, may be had in black, navy, green, gray, melrose, Copenhagen or wistaria, with cinches and girdle of plain silk. The bodice has undersleeves and vest of a very fine ecru Oriental lace, with frill at edge of soft black cobweb lace. The girdle crosses over at front under sides of blouse and has streamers at side. The skirt has triple minaret formed of circular flounces curving up at front over draping. Waist lined with net. Price, \$24.75

**R6050c**—The above model made of plain crepe de chine. Price, \$22.50

**R1251**—Another very smart figured foulard with draped girdle of satin. The model shows black and white with a rich plum, blue with red, brown with green, and other combinations are also effective. There is a net vest at front with tiny frogs of silk soutache. Small collar of satin over gathered lace at back. Lace is used also for revers edged with gathered net. The skirt has tunic with points at sides sloping up at back and at front. Waist lined, fastening at front. Price, \$21.50



R-1251

R-1263

## A WORD OF INTEREST.

**E**VEN a cursory examination of the methods and models exposed in these pages will show that ours is no ordinary mail order concern, catering only to the rural districts; but a specialty house of known standing situated in the heart of New York's select shopping district, occupying a nine-story building and having as patrons the elite of the country, both in and out of town. This book is issued as a convenience to those who prefer to shop by mail; but the service given is the same as that shown to city purchasers, in fact, it is more thorough.

Our illustrations are not works of imagination; they are sketched from the actual garments after these have been perfected and passed upon by our staff. Naturally we cannot picture every style we have but the selection is made with great care. Should any require garments that are more costly or less ornate, we can give further information.

We are the largest retail house in New York conducting its own manufacture with workrooms both in this building and in our former location two doors away. This enables us to give better values and service at a given price than any other concern in town.

**OUR SERVICE** is thorough and efficient with a well-trained staff under the personal supervision of the proprietor who follows each communication and order with individual care.

**WORKMANSHIP** unexcelled; each garment carefully made by a competent dressmaker or tailor accustomed to working from special measurements and an adapt in his line, so that when a stock size does not fit, we make to measure without extra charge.

**CHANGES IN DETAIL** to meet individual requirements are made on any garment when desired. This is a great advantage not found elsewhere and possible here because of our manufacturing all we sell in our place.

**OUR PRICES** are the lowest ever asked for garments of equal worth. A comparison of values will be convincing. The reason lies in our system. Given a stated article to produce there are these processes necessary: the purchasing of material, manufacturing and selling. As we combine the three under the one roof, it can be seen easily that where only one profit is demanded (and that only on a small margin) the result is a selling price that must be lower than any other.

**SATISFACTION GUARANTEED OR YOUR MONEY BACK.** This always has been and always will be our rule.



# VISITING AND STREET DRESSES.



R 6037

**R6037**—A most attractive costume for spring wear. Youthful and becoming. Suitable for dress occasions as well as for ordinary use. Made of crinkled Canton crepe in gray, black, navy, Copenhagen, melrose or white with attractive short jacket in addition to one piece dress of exceptional style. It has the becoming cape yoke with Japanese neck band and cuff of black satin. The loose jacket has belt of dressed leather. The skirt has panel at front and a short tunic at sides with buttons at center of back. The bodice fastens over at front and is trimmed with finely embroidered ecru batiste at collar, vest and cuffs. Draped girdle of black satin ribbon.

Price complete, \$34.75

Price, \$23.50

**R6037D**—Dress only.

**R6037P**—The above of silk poplin. Price, complete, \$29.50

Price, \$19.50

**R6037DP**—Dress only.

**R1233**—Crepe de chine is used for this very attractive dress, which may be had in all colors with flounces at skirt and softly gathered Japanese waist of new design. A soft thread lace of rare pattern is used at collar, cuffs, and vest. The bodice is a decided novelty gathered in under narrow collar and draped to form sleeves and blouse. Waist lined. Fastened at front. Nose-gay of flowers at belt. The skirt has two flounces set at tunic depth and sloping up at right in jaunty fashion. Price, \$29.75



R 1233

R 1297

**R1297**—One of our most attractive creations of all silk Canton crepe of excellent quality; may be had in navy, taupe, wistaria, brown and other shades. The model is shown in black and has beautifully hand embroidered collar of white satin. The vest is of finely embroidered silk all-over, and the under bodice of silk net with fine frill of pointed lace edge. A distinguishing feature is the long box-plaited directoire at back, through which is drawn the sash of wide ribbon velvet with ends at left. This continues at front in a short tunic above the draping of skirt. Silk lined to hips.

Price, \$39.75

All the above models may be had misses' sizes from 14 to 20 years, women's sizes 34 to 44 bust measure.

# SPRINGS FAVORITE SILK.

Taffeta, always a favorite because of its soft shimmer and attractive folds is again to the fore this year, both in plain and changeable weaves. All fashionable shades are obtainable, black, blue, brown, green, tan and wistaria. On this page we have shown four models that will please many.

**R6011**—The pretty short tunic line on this model is agreeably varied by points at sides and box plaits over hips and back. The material is a soft taffeta which may be had in all colors with trimmings of rich moire in a contrasting shade. Handsome ecru lace at sleeves and vest. Bunch of gause berries with velvet foliage at girdle of taffeta. Long sleeves. Waist lined with net.

Price, \$29.75

**R6011c**—The above model of crepe de chine in any color.

Price, \$29.50

**R6011p**—The above model of silk poplin in any color.

Price, \$22.50

**R1282**—A most charming creation is shown here made of taffeta in all light and dark colors. There is a wide collar fold extending around neck and almost to girdle at front. This is faced with gathered lace and shows under-bodice of gathered silk net over flesh colored chiffon. The sleeves have circular cuffs over lace flounce. Girdle of satin ribbon in circular shade and streamers of taffeta. Waist lined. Fastening at front. The skirt drapes up at one side with scalloped flounce gathered on cord.

Price, \$35.50

**R1282c**—The above model of crepe meteor.

Price, \$37.50



R6085

R6052



R6011

R1282

**R6085**—A rich chiffon taffeta in any of the new colorings may be used for this charming spring dress. The model shows a lovely brown with hand embroidered belt of soft broadcloth in a lighter tone. The bodice falls over in jacket effect and reveals at front a crossover vest of soft silk shadow lace. A ruffle of the taffeta double trims all edges. Waist lined. Fastening at front. This quaint revival of the An jacket bodice is further enhanced by a skirt having tunic softly gathered and corded with wide flounce at edge. An ideal model designed to give the present well developed hip line.

Price, \$27.50

**R6085c**—The above model of crepe de chine in any color.

Price, \$27.50

**R6052**—A charming Louis Quinze Costume of taffeta attractive in all colors and black. The model shows a soft Cadet blue with vest of embroidered crepe de chine in rose with green and gold. Any other combination may be employed. The conventional sleeve ruffs of softest silk shadow lace. Neck and sleeve ruffs of softest silk shadow lace. Waist lined. Fastening at front. The skirt has draping drawn up at front with deep plaits fastened with crystal buttons in harmonizing tones. Plaits also at back of skirt.

Price, \$30.00

**R6052c**—The above model of crepe de chine.

Price, \$30.00

**R6052p**—The above model of silk poplin.

Price, \$21.50

All these models may be had in misses sizes 14 to 20 years and women's sizes 34 to 42 bust measure.



Lane Bryant, New York.  
CHARMING EVENING DRESSES.



One pretty evening dress the more will always find a ready place in the wardrobe of the young miss or matron given to social activities. The three models we have illustrated here embody the distinguishing feature of present-day creations; the lace minaret, chiffon tunic and the plain over dress. Many effective color combinations are possible. Individual taste and type of figure or complexion only need govern their choice.

**R-1277**—A charming arrangement of figured and plain chiffon over foundation of crepe de chine. Any preferred tint may be used to good effect. The model shows skirt of white crepe de chine trimmed with a band of imitation ermine, tunic and corsage of flowered chiffon with pink roses on white ground and a shorter tunic with gathered corsage of Nile green chiffon showing frilled edge and shadow lace held in place by a delicate vine of roses. Short sleeves of shadow lace; fastening at back. The fur may be omitted if desired though it will be worn even in summer. Price, \$34.50.

**R-6041**—This model also permits a variation of color schemes. The dress illustrated shows draped skirt and short rounding tunic of black crepe meteor and bodice of very fine white silk shadow lace flouncing over flesh colored chiffon with net foundation. The neck is particularly soft and becoming with the gathered lace drawn high at back and tucked into corsage at front. The under-

bodice and front plastron are of satin in a pretty contrasting shade; corn, rose, blue or lavender; and the girdle is of ribbon moire fastening at front. May be had also with black lace waist and white or colored skirt. Price, \$27.50.

**R-1203**—A very fine black Chantilly lace over white makes a most effective evening dress. Suitable alike to young and old. A color may be used for the foundation if preferred or the dress may be had in all black. The skirt is of crepe de chine with minaret tunic of lace and wide ruffle of black Brussels net. The bodice is of chiffon cloth with the lace drawn up in corsage effect and points thrown over sleeves from shoulders ending in jet ornament and tassels. Row of fancy jet beading at neck and sleeves. Fastening at back. Price, \$19.75.

All above models may be had in misses sizes 14 to 20 yrs. Women's sizes 34 to 44 bust measure.

## DANCING AND PARTY FROCKS.

**R6036**—Beautiful evening gown with rare lace flounce over skirt of white crepe de chine and drappings with bodice of taffeta in a good color. The model shows delft blue, rose, black, amber, or other shades may be used. Draped girdle and bows of figured silk in Oriental design. Lined with net. Opening at front. Price, \$29.50.

**R6049**—Pekoe edged ruffles form a very quaint trimming on this lovely dancing frock of taffeta, which may be had in all evening shades. The model is shown in pink with girdle of blue taffeta. A very fine embroidered net lace is used for the deep yoke, which shows from within an upstanding ruffle of the taffeta; fastened at front; flowered crystal buttons. The skirt has upper ruffle wound about serpentine fashion, and the lower part hangs straight with plaits at each side. Price, \$22.75.



**R6084**—This youthful evening frock is also of taffeta in all evening shades. The bodice is unusually dainty with its soft drappings of chiffon over foundation of point d'esprit net. The standing ruff at back is of taffeta and folds are drawn over pointed bib to fasten at waist with rhinestone buckles. Draped girdle. There are circular flounces of taffeta at skirt just below hips. Price, \$16.50.

**R6004**—Swiss flouncing, embroidered in color is used with striped crepe voile on this dainty summer frock suitable for afternoon or evening wear. The model shows delft blue on white; rose, lavender or all white can be supplied. There is a wide girdle of black satin ribbon with bow and streamers at back over ruffles. The skirt drapes at front under tunic ruffles. Price, \$19.85.

The above models may be had in misses' sizes, 14 to 20 years, and women's sizes, 34 to 40 bust measure.



Lane Bryant New York.  
**DRESSY SUMMER FROCKS.**

Styles that are designed strictly for summer wear, yet retain all the fashionable lines of attractive models in more costly materials, have an individuality that cannot be obtained by any silk no matter how light and cool. The three models shown on this page have an air of elegance that bespeaks prestige and refinement. They are charming for casino or promenade.

**R1238**—A very smart creation of imported novelty crepe voile with irregular raised stripes in a plaid pattern; may be had in Copenhagen, tan, lavender, blue, rose and white. The model is shown in a pretty golden tan with velvet ribbon and buttons in a pretty delft blue. Dainty embroidered ecru batiste with medallion edge of drawn thread lace is used for vest, collar and cuffs. The bodice is gathered in a pretty fulness above draped girdle and there are two deep flounces on skirt slanting up at left. Net lined waist, fastened at front.

Price, \$19.85.

**R6073**—This dainty summer dress is of crepe voile with a pretty rose stripe. May be had also with blue or black stripe or in all white. The box plaited tunic is edged with a fold of white that also forms the vest. Embroidered swiss trims cuffs and bodice. The skirt is draped up at front and a girdle of wide ribbon velvet gives a chic, dainty finish.

Price, \$12.45.



R1238

**R6003**—A most unique effect combining plain crepe voile with a fine striped voile showing heavy raised lines. The skirt is draped up under scalloped tunic of the crepe voile edged with fine venise lace. Over this show basque points of the striped fabric which forms the blouse and sleeves, disclosing at front vest of gathered and tucked net. Girdle of rich satin ribbon in any color; the model shows a grass green and there are crystal buttons to match.

Price, \$17.50.

All the above models may be had in misses' sizes, 14 to 20 years; women's sizes, 34 to 42 bust measure.



R 6003



R 6073

**CHIC THREE-PIECE COSTUMES.**

A pretty dress with jackets to match is one of the most attractive adjuncts to the spring wardrobe. Even on warm days a sudden chill in the air will call for an extra something over the shoulders; and what is smarter than a little bolero that may be tucked over the arm when not needed? We have shown here a costume of checked honeycomb, a plaid cotton eponge and a striped voile with taffeta. For garden parties, field games and outdoor performances they have no equal.

**R6077**—This smart combination of fancy white crepe voile with raised stripe and colored taffeta is most effective. The short jacket has a dainty panel at back and gathers into a buckle at front; narrow collar and cuffs of sheer voile with matching stripe. The model shows a soft peach shade; rose, delft blue, reseda green or other shades may be used. The skirt shows plaits at sides under yoke that extends down plain at front and at back. The bodice has sleeves showing colored stripes and frills of embroidered net lace at neck and sleeves. Draped girdle of taffeta. Fastening at front.

Price, \$22.75.

This model may be had in misses' sizes 14 to 20 years. Women's sizes 34 to 42 bust measure.

**R6000**—A black and white checked novelty in honeycomb weave is shown on this attractive three-piece suit with trimmings of black satin. The jacket hangs straight at back with buttons at each side and fastens through strap at front with buttons. Collar and cuffs of satin. The skirt is fitted over hips with slanting plaits, and the waist shows a jumper effect with blouse of striped crepe voile. Net frills at neck and sleeves. Fastening at front.

Special price, complete, \$11.50.

Special price, \$8.75.

**0000d**—Dress only. The above model may be had in misses sizes 14 to 20 years. Women's sizes 34 to 38 bust measure.



R6001

R6000



R6077

**R6001**—A lovely soft imported eponge in a plaid pattern showing two tones is used for this charming costume. The jacket is quite long at back and hangs in short points at front with overlapping vest of crepe voile in a harmonizing tone. Crystal buttons are used at vest, and cuffs. The skirt is laid in plaits at front and back. There is a jumper bodice with under blouse of crepe voile. Very fine embroidered ecru batiste is used for vest. Lined to waist with net.

Price complete, \$21.75.

**R6001d**—Dress only. Price, \$15.50. The above model may be had in all sizes, 14 year to 44 bust measure.



## SIMPLE STREET DRESSES FOR SUMMER.

*Especially Priced.*

**R1259**—This smart dress for porch or outdoor wear is made of French linen and may be had in blue, rose, tan, wistaria, white or gray. There is a narrow panel of white linen showing at front. Belt, cuffs and hemstitched collar are also of white linen. The fastening is at front and buttons at waist and skirt give a natty finish. Value, \$8.50.

Special Price, \$5.75

**R6044**—An exceptionally smart linen frock with collar and cuffs hand embroidered in a fine pattern. Ramie linen is shown in oyster color; may be had also in white, rose, blue, wistaria or natural shade. Fastened at front with crocheted buttons. Simulated pocket flaps at waist and skirt lend a mannish touch. White suede belt. Value, \$15.00.

Special Price, \$9.95

**R6047**—Striped Devonshire cloth in black and white or navy and white makes a very attractive dress for street or morning wear. The material is a soft washable cotton, very neatly arranged with trimmings of embroidered swiss. Narrow vest at front and pointed panel at skirt, belt of fancy leather. Velvet bow and jet buttons complete this chic model. Value, \$6.50.

Special Price, \$4.95

**R1246**—An exceptionally well planned linen dress of fine quality, opening to hem at front and buttoned over sleeves and shoulders with egg-shaped buttons of French ivory. May be had in white or colors with venise lace on collar and cuffs. Draped girdle and tie at neck of black taffeta with pekee edge. Value, \$12.50.

Special Price, \$8.85

Sizes from 14 years to 44 bust measure.



## WHITE SUMMER DRESSES.

**R1234**—Beautifully hand embroidered lingerie dress of French batiste, with a dainty short tunic overskirt draped in peg top fashion. Uneven points at front and girde of black moire with bow at one side. Frills of embroidered net lace at sleeves and bodice with points forming vest at front. Hemstitched seams.

Price, \$15.85

**R6014**—Creme voile of a fine weave is used for this smart summer dress with ruffles and sleeve puffs of fine point d'esprit net. The vest is hemstitched and there are crocheted buttons on ruffled flaps. The wide woven girde shows a touch of color. May be had with pink, lavender, or blue on white. Skirt has a wide straight tunic opening at front. Lined with net.

Price, \$10.75



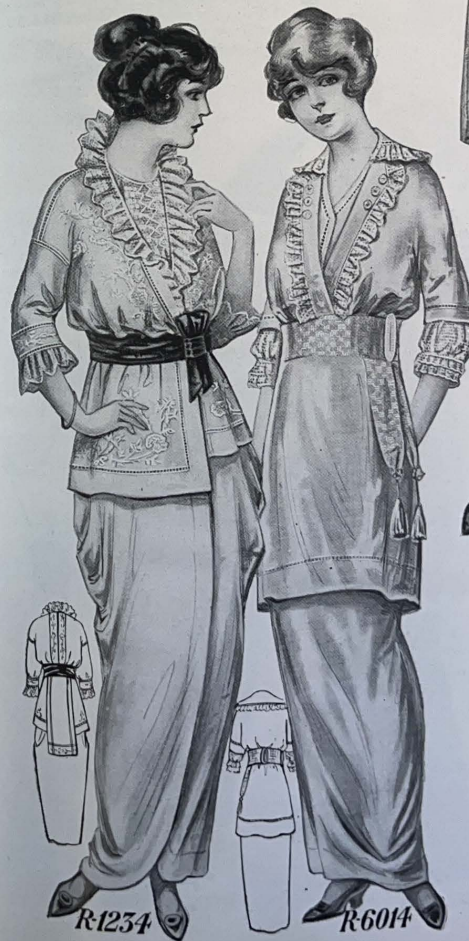
**R1227**—Creme voile with a wavy raised stripe is used for this lovely summer dress with tunic raised at one side. The bodice laps over in a point at front, showing vest points of plain white creme voile. The girde is of black ribbon velvet and points of velvet with mother-of-pearl buttons form a pretty trimming. A very special value.

Price, \$6.75

**R1244**—This lovely summer dress is of sheer white voile with fine pin tucks and embroidered vest. A soft ruffle of val lace shows at neck and fronts and bands of crocheted insertion form a most attractive trimming. Fastened at back, skirt trimmed with tucks and insertions.

Price, \$7.50

All the above models may be had in misses sizes, 14 to 20 years; women's sizes, 34 to 44 bust measure.





## TUBABLE SILK AND CHALLIE DRESSES.

There is undefined comfort in a dress that may be tubbed if necessary though sufficiently attractive in style to grace any occasion; these models of challie and silk are charming for early summer and spring. Either striped or plain fabrics can be used, unless otherwise specified on order we use fabrics shown. Striped challie may be had in blue, black, lavender, rose, green or brown on white; these colorings apply also to plain challies. Silks may be had in black, navy, tan, Copenhagen or wistaria.

**R1255**—Exquisite model of challie in a striped or mixed pattern. Has soft gathered vest of fine Brussels net with narrow lace edge. Net shows also at quaint drooping sleeves. Folds of challie are utilized to finish vest. Girdle of striped Roman silk. Fastening at front. Waist lined. The skirt is draped in plaits with overlap at tunic depth; acorn buttons. Price, \$12.95

**R1255w**—The above model of striped wash silk in blue, lavender or gray on white. Price, \$17.50

**R6086**—Spot-proof silk in black or white may be used for this very clever design with two box-plaits at front and corded silk frogs set on in military fashion. Collar and cuffs are of a fine net lace in conventional pattern. Fastening at front. Waist lined. There is a deep yoke at back.

The skirt shows a sloping tunic from sides with two box plaits at back. Price, \$13.50



**R1252**—Striped challie is used for this simple model with draped girdle loops and bows of silk charming in all colors. The reverse stripe is used to excellent effect at front and collar. A dainty ruffle of white net shows at dainty elbow sleeves and at front where dress is fastened. The skirt is laid in plaits at sides and hangs in gracefully with buttons at front. Price, \$8.45



## SMART SUMMER DRESSES.

*Very Moderately Priced.*

For the mornings shopping on summer days as well as for porch and house wear these tub materials are unmatched in style and utility. We have striped tissues, ginghams and fancy voiles in most practical models that are fresh and attractive.

**R6059**—A very chic model of striped tissue with pink, blue, lavender or gray on white. There is a dainty vest of embroidered voile and collar and cuffs of fancy lingerie with net ruffle. Fastened at front with crochet buttons, and there is a crochet buckle at belt of black ribbon velvet. The skirt shows a deep tuck at tunic depth. Special price, \$3.95

**R1266**—A dainty striped crepe of soft close weave is used for this natty morning dress which may be had in blue, black, rose and lavender with white. The bodice is made very attractive with tiny buttons and simulated pocket openings. Plaittings of crepe voile are at neck and sleeves. This material is used also for draped girdle and pipings. Opening at front with flap of reverse stripes. Special price, \$4.65



**R1267**—Striped voile in black and white or colors may be used for this dainty summer dress with bands of satin backed black ribbon velvet and vest of tucked net showing tiny black buttons at front opening. A fine plaiting of net edged with exquisite val lace is at sleeves, collar and revers. The skirt has three bias folds of the voile doubled. Crochet buckle. Price, \$7.65

**R1249**—A fancy crepe voile with raised stripes is used for this very smart model for afternoons or casino. It has a short panel at front of horizontal stripes. The draped girdle is of messaline in color. The model shows delft blue. Other shades may be used. The waist is lined with net and hangs in a chic blouse with seamless shoulders. Price, \$6.45



Sizes range from 14 years to 44 bust measure.







# SUMMER WAISTS AND MIDDIES FOR MATERNITY WEAR.



**R8036**—Finely striped voile in speckled effect; a very cool soft shirting of excellent quality is used for this beautifully tailored waist with long sleeves and a lay-down collar pointed at back. Crocheted buttons. Price, \$2.35

**R8007**—Dainty summer blouse of French batiste trimmed with pekee edge embroidery and tucks. Drooping shoulders, long sleeves; fronts embroidered. Price, \$2.15

**R8028**—Natty tailored waist of summer crepe voile with uneven thread stripes. Long sleeves set in to form yoke. Collar, cuffs and vest of plain crepe voile. Hemstitched; crocheted buttons. Price, \$1.15

**R553**—Linen shirt waist with standing collar and long sleeves. Prettily hand embroidered and finished with hemstitching. Price, \$1.95

**R408**—Mannish shirt waist of outing flannel in gray with navy, black, or lavender stripes. Excellent for traveling. Made also of striped madras. Price, \$1.10

**R407**—The above model of white figured pique. Price, \$1.85

**R8026**—This Balkan middy blouse with its generous fullness is especially well adapted for sports. Made of fine twilled muslin with a wide lap for expansion. Collar, cuffs and tie may be had in navy or in all white. Price, \$1.95

**R8027**—A straight hem middy blouse with long sleeves and sailor collar. Silk braid and embroidery at corners. Fine twilled muslin. Pocket at left. Price, \$1.65

**R8046**—The above model of firm washable silk with cotton braid. Price, \$1.15  
**R8025**—The above model without embroidery showing short sleeves. Price, \$3.95

# SILK SUMMER WAISTS AND SKIRTS.

Sizes 14 to 44 Bust Measure.



**R8058**—Simple blouse of heavy tub silk in maize, black or white. Fastened at front with pearl buttons and finished with pointed collar and cuffs. Loose waist with tape at back. Price, \$3.75

**R8048**—Smart tailored waist of striped silk shirting exceptionally good quality. Lavender, blue or tan on white ground with satin stripes. Double front and yoke set on with hemstitched veining. Fastened at front with clusters of pearl buttons; pointed collar. Price, \$3.55

**R8048**—The above model of plain tub silk in any color. Price, \$2.95

**R8050**—Crepe de chine waist with lapover revers that may be fastened high or low at neck. May be had in white, black, navy, Copenhagen, blue, pink and maize. Collar, cuffs and revers are hemstitched and trimmed with fine knife plaiting of the crepe de chine. Sloping yoke with drooping shoulder seam with hemstitching. Price, \$5.75

**R8064**—Crepe de chine blouse with pockets and silk cord at neck. May be had in white, black, tan or blue. Has long sleeves with double cuffs and deep yoke at front. The prettily shaped collar is pekee edged and the seams show hemstitching. Price, \$4.95

**R8065**—Very smart waist of taffeta in pink, black, blue, maize or lavender or white. A very soft ruffle of fine white lace is at neck and fronts over turned back edges of taffeta and the pointed yoke at front shows buttons of false pearls. Price, \$6.00

## SEPARATE SKIRTS.

**R2388**—Skirt of imported cotton eponge in black and white novelty mixture. Has plaits at sides under a yoke and shows plain panel at front with fastening at center. Tiny slit at hem which may be omitted. Price, \$5.65

**R2388w**—The above model of wool crepe or serge in any color. Price, \$5.55

**R2386**—Chic tailored skirt of storm serge in navy or black made with deep tucks in serpentine effect, starting at tunic depth and lapped over in points at lower left. Fully worth \$7.50. Made also of French serge. Special price, \$4.95

All skirts in 37 to 42 length and 23 to 29 waist.



## SMART LINGERIE BLOUSES AND OUTING SKIRTS.

In Sizes 34 to 44 Bust Measure.



**R8021**—Hand embroidered waist of very fine French batiste showing exquisite design at front and insets of fine filet lace. The long sleeves are set in to form yoke and the blouse beautifully finished with pin tucks and lace beading. Buttoned at back.

Price, \$3.50

**R8070**—Fluffy blouse of sheer white voile with embroidered bands and rows of filet insertions. Fastened at front with false pearl buttons. Fancy beading, tucks and finely plaited net are used on long sleeves that set in at neck, yoke fashion rounding collar.

Price, \$1.95

**R8055**—One of the prettiest blouses shown this season modeled on entirely new lines. Made of very fine white voile with deep pointed yoke extending to waist at front. The blouse is gathered at sides and cut in one with long sleeves with deep cuffs. There is a touch of delicate color on embroidered turnovers and collar bands of very fine Venice lace insertion at yoke and sleeves, fastened at front. Price, \$2.45

**R8056**—Dainty voile waist embroidered at front and trimmed with insets of heavy lace. Net yoke and collar. There are clusters of pin tucks and hemstitching at sleeves set on with drooping shoulders. Tucked at back where waist fastens. Price, \$2.65

**R8056**—Extremely well made blouse of finest French batiste with embroidered collar. Clusters of pin tucks and wide box-plaits form trimming at front where waist fastens. An exquisite narrow lace beading is used for trimming yoke, cuffs and blouse.

Price, \$2.55

## SEPARATE SKIRTS.

**R2370**—Natty skirt for general use in summer made of cotton corduroy or pique, buttoned to hem at side with large pearl buttons. Girdle top with firm belting. Deep hem. Price, \$3.45

**R2370L**—The above model made of Ramie linen Oyster or white. Price, \$3.95

**R2370L**—The above model made of cotton sponge in any color. Price, \$4.85

**R2368**—Tailored skirt of Ramie linen buttoned at both sides with patch pocket at left. Stitched flap at front. May be had in natural shade, white or colors. Deep hem and girdle top. Price, \$4.75

**R2368L**—The above model of cotton ratine in all colors. Very fine quality. Price, \$5.55

**R2368L**—The above model of pique or cotton bedford in all white or black and white. Price, \$3.95

Skirts made in sizes 23 to 30 waist; 37 to 42 length.

## CHIFFON AND LACE WAISTS AND SKIRTS.

All Sizes up to 44 Bust Measure.



**R8054**—An exquisite theatre waist of chiffon with lower bodice of lace built over a foundation of flesh colored net. Any pretty shade may be used. The model shows pink with band of amber taffeta at neck. The vest at front is embroidered with gold thread and there is a double ruff at back of neck. Price, \$6.55

**R8053**—This effective blouse is made of all over lace and has breadths of chiffon in any shade drawn over bodice with deep shirred heading at shoulder and back of neck. The sleeves are long and a narrow black gros grain ribbon with steel buckle outlines the neck with net frill. Price, \$6.45

**R8009**—This lovely dress waist is of allover lace with foundation of flesh colored chiffon. The front draping, yoke and gathered frills are of chiffon and may be had to harmonize with any skirt. Narrow bands of ribbon velvet are at base of neck, frill and at cuff of gathered sleeves. Price, \$8.75

**R599**—A beautiful creation of daintily hand embroidered chiffon drawn in fichu collar effect over blouse of cobweb cut in excellent quality. The model shows white and is made over lining of flesh colored chiffon collar of silk lace. May be had also in navy, black and wistaria. Insets of lace with the embroidery are most artistic. An unusual model. Price, \$12.75

**R8063**—Creme de chine is used for this smart blouse which may be had in white, rose, blue, black, brown, green or other shades. The model shows a rich maise with collar, vest and fronts of finest Oriental thread lace in ecru. The drooping shoulder seams with deep point at front form a pretty outline. Price, \$5.85

## SEPARATE SKIRTS.

**R2383**—Handsome dress skirt of charmeuse in black, white or colors. Made with double tunic drooping low at back and fastened at front in a pretty short lap. Covered buttons and a diminutive slit at foot finish this well made model with girdle top. Price, \$14.85

**R2387**—Fashionable skirt of checked woolen novelty with circular fold forming a flare below hips. Fastened at side and finished in girdle top effect with buttons and gathered strap at center of back. Price, \$5.95

**R2387s**—The above skirt made of plain serge. Price, \$5.95

**R2387p**—The above skirt of silk poplin. Price, \$8.55

**R2383**—The above skirt of serge in a plain color or black and white checked pattern. Price, \$9.45

Skirts made in sizes 23 to 30 waist, 37 to 42 length.



## WALKING AND MOTOR COATS.

Of medium weight coats for spring and summer, the simpler models claim our first attention. We have two natty models in the shorter lengths and have shown on this page also two dusters that many like to wear even over suits to protect delicate fabrics while driving. The styles are excellent and the prices carry out our uniform policy.

**R180**—Lovely dress coat of eponge cheviot in black, white, terra cotta, navy or Copenhagen. Buttoned low with wide revers and rounding collar faced with rich Persian brocade. Lined entirely with silk. The coat is longer at back and shows a very smart cut with square tabs at back and drooping sleeves.

Price, \$16.50

**R180L**—The above coat of linen. Price, \$8.75  
Sizes range from 14 years to 42 bust measure.



**R125**—Long, loose motor coat or duster of gray brilliantine finished in mannish style with rollover collar, set in sleeves and strap at back. Exceptionally good for general use or for traveling. Price, \$7.85

**R124**—The above model made of crash linen with patch pockets. Price, \$6.50  
Sizes range up to 44 bust measure.

**R183**—Smart service coat of crash linen in natural tint with trimmings of washable corduroy in a pretty color. The model shows a charming burnt orange. There is a deep yoke at front. The back shows a belted strap through wide plaits. Deep cuffs and patch pockets.

Price, \$9.85

Sizes range up to 44 bust measure.

**R179**—Lovely short coat of eponge cheviot may be had in navy, black, white, Copenhagen or terra cotta made with rolling collar and patch pockets. The raglan sleeves have a mannish look. Entirely lined with silk.

Price, \$12.85

**R179w**—The above coat without lining. Price, \$9.50

Sizes range from 14 years to 38 bust measure.



## SMART COATS FOR SPRING.

**R243**—Fashionable taffeta coat with the most recent plaited flare at skirt. Made of taffeta in black or navy and shows collar and sleeve ruffs of a fancy brocaded plaid taffeta bias fold and loop at neck. Long revers at front. Fastened low and tied with taffeta streamers in Egyptian manner. Price, \$24.75

**R234**—Lovely loose draped coat of charmeuse in black or some preferred color prettily corded and trimmed with bands of rich velvet ribbon. Ruche of plain and figured chiffon at neck and sleeves. Fastened at overlapping point with fancy button and loops. Lined entirely with a soft figured silk. Price, \$29.50

**R193**—The present leaning toward the flare in coats is again repeated in this very chic short coat with lapover front and cape yoke. Made of fine imported wool poplin in navy or black and extremely well tailored. All edges are piped with a heavy satin, and rich black



moire shows at collar and cuffs. Lined entirely with satin of fine quality in some good color or black. Price, \$19.75

**R240**—A smartly tailored serge coat may be had in black, white, navy or other colors. Collar and cuffs faced with eponge in some becoming shade. The model shows navy with that new tannish green. The loose cut and raglan sleeves of this model make it invaluable alike for general service and dress wear. Price, \$15.50

**R240p**—The above coat of silk poplin in any color. Price, \$18.75



## FASHIONABLE SPRING COATS.

**R9507**—A rich brocaded silk of highest quality is used for this charming short spring coat with the fashionable circular flare at skirt. There are long narrow revers at front and the coat is fastened at one side with frog and buttons. The collar and cuff show facings of white moire. A second flare at loose back is held in place with a low belt strap. Silk lined.

Price, **\$22.50**

**R9507s**—The above model of serge in any of the fashionable shades.

Price, **\$17.50**

**R9502**—A fuzzy wool eponge of excellent quality is used for this attractive spring coat which may be had in one of the many colors favored this spring, black, navy, tan, green and terra cotta. The model shows a soft terra cotta with black messaline collar attractive also in tan, blue or black. The front shows deep plaits held in by wide band lapped over in a point and continued in cutaway effect to rounding skirt on straight back. Lined through with silk.

Price, **\$19.75**



R-9502

R-9507



R 9508

**R9502m**—The above model of moire silk in black or colors.

Price, **\$23.50**

**R9508**—Smart loose Balmaean coat of English Tweed Cut in full circular pattern With raglan sleeves and side pockets. Well tailored with notched collar that may be worn open or close up to neck. Turned up cuffs. Made in brown or Oxford.

Price, **\$10.75**

Sizes range from 14 year to 42 bust measure.

## NEGLIGEEES AND HOUSE GOWNS.

*Our First Specialty.*

With us the negligee is always a favorite. Our earliest venture in the field of specialties for women's wear centered about this particular line and although we have now other departments equally prominent and even more remunerative yet nothing can supplant these in our consideration.

They have a daintiness and charm that cannot be attained in designing any other article of apparel. The simplest one of the models shown on succeeding pages has its own particular attraction for the refined taste; and for the trousseau of an intending bride they are irresistible. There are the simple muslins and challies as well as the more luxuriant laces and chiffons. All well adapted for uncorseted wear. As rest robes and for invalids their utility can not be excelled.

**R398**—This is a most attractive gown of excellent crepe de chine in all colors, light or dark. Made with a deep empire bodice of lace over net foundation. Plaited frills of daintiest val outline neck and sleeves and there is a smart ribbon bow at girdle. Very fine pin tucks on upper skirt form sloping points at

back and front. In order to offer this garment at a special price we have made unusual concessions. Value \$18.00. Special Price, **\$11.65**

**R7017**—Another special offer in negligees made of embroidered cross bar swiss with an empire bodice showing scalloped bands of filet lace at waist and sleeves. Cluny insertion and val lace frill finish neck and sleeves, with rosette and streamers of satin ribbon at waist and sleeves. Value \$6.00. Special price, **\$3.45**

Made in all sizes up to 44 bust measure.



R 398



R7017



## EXQUISITE TEA GOWNS.



**R381**—One of our daintiest conceptions for informal use, made with a skirt of crepe meteor which may be had in any color. The model shows a soft rose pink with wide girdle and ends of satin ribbon in turquoise blue. The large rose and bud with foliage at front show a deeper pink. The blouse and tunic are of softest silk shadow lace. Showing high girdle at back and a deep point sloping up at front. There is also an under corsage of lace and net waist lining.

Price, \$24.50

**R380**—Lovely gown of crepe de chine with petticoat to match, made in any color. Model shown in a deep melon shade with large bow, girdle and sleeve flounce of durable black silk net. The bodice is plain with two narrow box plaits at pointed neck and undervest of white lace joined

Made in all sizes to 44 inch bust measure.

to waist lining of net. Skirt portion draped up at front with horizontal plaits and the wattleau back is caught at empire line with choux of black net, tiny roses at center. The petticoat of crepe de chine is edged with fine plaiting and shows rounding slits with net and roses at front.

Price, \$25.50

**R380w**—This gown without petticoat.

Price, \$19.75

**R363**—This dainty gown of crepe de chine has a most fascinating cape hood of chiffon drawn over the upper portion forming entire bodice with plaited frills at neck, fronts and sleeves. May be had in many colors. The model shows a soft delft blue with bows of black ribbon velvet at neck and at front where girdle fastens over. Waist is silk lined.

Price, \$23.75

## DAINTY GOWNS OF SWISS AND VOILE.

**R387**—Embroidered French Swiss is combined with a fine all-over lace and scalloped val edging on this graceful summer gown. The side panels fall in loose lines while the gathers at back and front are held with twisted ribbon and rosettes. Plain and plaited lace is used at sleeves and at long fichu collar that frills softly above waist.

Price, \$12.00

**R387c**—The above gown of crepe de chine.

Price, \$18.00

**R7027**—Gown of sheer voile with expanding waist. Showing a box plaited tunic and wide girdle of satin ribbon in pink, blue or lavender. The undersleeves and fichu are of fine Brussels net tucked and frilled and there is a collar of embroidered batiste. The skirt has a deep facing and curves up at front.

Price, \$14.75



**R7012**—This cool summer gown with empire waist line is made of imported embroidered Swiss and has ribbon laced through galoon lace beading. The bodice is trimmed with rows of val and cluny insertion and has finely plaited net at neck and sleeves. Large rosette with ends at front fastening.

Price, \$9.50

All sizes up to 44 bust measure.

Entire lining of china silk in any of the above gowns will cost \$6.00 extra.



## TRAVELING AND BOUDOIR ROBES.

**R883**—Pullman robe of heavy tub silk with cap to match and square bag to contain cap and gown when not in use. Very attractive in all serviceable colorings, black, navy, Copenhagen and so on. Cut on fetching lines and featherstitched by hand at seams. Smart rounding collar soft and becoming. A special offer.

Price, \$9.50

**R390**—Crepe de chine robe of most attractive design may be had in pink, blue, rose, lavender and other shades with double fronts hemstitched. Angel sleeves show soft ecru lace and satin ribbon rosettes. Lace collar edged with crepe de chine and rosettes at front fastening. Slight drapings at sides.

Price, \$11.50



Price, \$7.75

All sizes up to 44 bust measure.

## LOOSE NEGLIGEEES FOR SPRING AND SUMMER.

**R7025**—Draped room gown of dotted challie with bands of satin ribbon at edges and box plaited frill of challie at neck and fronts. Fastened with loops of ribbon velvet. The back, too, is quite attractive with bands to waist and a panel below short stitched strap.

Price, \$6.95

**R882**—Dressing gown of fine riplette in pink, lavender, blue or white. Cut loose with raglan sleeves and showing binding of satin ribbon with rosettes at fastening. The large pointed collar and turned back flap at skirt are distinctive features.

Price, \$3.45

**R7031**—Daintily embroidered Swiss is used for this charming room gown with large collar showing wide bands of ecru lace insertion and edged with fine medallion lace. The short sleeves are caught with bows of satin ribbon in pink or blue and a double bow shows at front fastening.

Price, \$4.95



R7037

R7031

**R7037**—This dainty gown with loose empire waist line is made of dotted Swiss and has rows of val lace insertion raised in points over tucks at back and front. The collar forming double points is trimmed with val insertions and edging. Loose short sleeves and front edged with lace rosettes at fastening.

Price, \$5.50

All sizes up to 44 bust measure.

Entire lining of China silk in any of the above gowns will cost \$6.00 extra.

## BOUDOIR CAPS.

(shown on next page.)

**R16**—Boudoir cap of Brussels net lined with voile trimmed with ribbon roses in pink, blue, white or lavender showing real centers. Plaiting of net with val lace edge.

Price, \$ .75

**R21**—Chic boudoir cap of French batiste. Has embroidered medallions at sides and is edged with plaited lace of dainty pattern. Strands of wide satin ribbon with loop at back.

Price, \$1.25

**R28**—Exquisite boudoir cap of point d'esprit over chiffon. Very pretty in a combination of pink and blue or trimmed in a single tone. There is a turnover of lace and tiny roses with real foliage. Bows and strands of wide satin ribbon.

Price, \$2.45



R 7025

R 882



## MATINEES AND BOUDOIR CAPS.



**R7035**—An exquisite set for the young matron or intending Bride, consisting of loose Princess with ribbon shoulder straps and a full draped matinee with deep yoke made of heavy crepe de chine in pink, blue, white, lavender or other shades.

The slip has bodice of ecru point d'esprit over net with lace medallions and tiny chiffon roses. Trimmed at skirt in the same manner. The matinee is draped in peg top effect and has collar and cuffs of point d'esprit with lace medallions. Price complete **\$21.50**

**R7035s**—The matinee only. Price, **\$0.45**

**R781**—Allover lace in a fine pattern with foundation of chiffon in a delicate color is used for this lovely house sacque of unusual design. The back is cut quite long and draped up at sides. A ruffle of lace trims all edges with heading of gathered chiffon. A cluster of hand made buds at front. Price, **\$6.45**

**R781**—The above model without chiffon lining. Price, **\$4.65**

**R663**—This charming nightingale is of fine albatross or plain challie with bindings and rosettes of satin ribbon to match or contrast. Rosettes show at front and under arms. Price, **\$2.75**

**R663c**—The above model made of crepe de chine. Price, **\$4.50**

**R797**—Albatross matinee with ribbon girdle and embroidered scallops at edge. May be had of rose, blue, pink, lavender or white. Special price, **\$1.95**

**R794**—Smart breakfast jacket of crepe de chine in rose, blue, lavender, or any other shade. Large collar and trimmed with val lace in a dainty pattern. Ribbon rosette at front with streamers. Price, **\$5.85**

**R9001**—Pretty house sacque of embroidered swiss with insertions of cluny lace and ruffles of point d'esprit net lace in at all edges. The rounding fronts are cut full and gathered on a deep yoke. Tied at front with ribbons. Price, **\$3.95**

(See description of Caps on previous page.)

## UP-TO-DATE STYLES IN PETTICOATS.

To wear with the narrow dresses now in vogue, new styles have been designed also in petticoats. These, though more dainty than ever in the profusion of laces, embroidery and ribbon used on the more dressy models, are decidedly simple in outline and charming to wear with matinees in one's dressing room. We direct particular attention to our Jersey petticoats unmatched for wear with tailored suits, also to the rep petticoat with embroidered edge absolutely devoid of any other trimming. The prices speak for themselves, the lowest ever asked for goods of quality.

**R2046**—Neat muslin petticoat. Very serviceable for general wear. Has embroidered flounce and dust ruffle. Fastened with draw string at back. Price, **\$1.45**

**R2048**—Pretty petticoat of soft nainsook with a beautiful flounce of lace, a wide band of embroidery and ribbon. Flounce slit to show ribbon bows and ends. Fastened at back with draw string and buttons. Price, **\$4.45**

**R2052**—A very serviceable petticoat of rep. Slit at each side and scalloped. Fastened at back with draw string around waist line. Price, **\$1.20**

**R2054**—Lawn petticoat has wide prettily embroidered flounce and plain scalloped dust ruffle. Tied at waist line with draw strings. Special price, **\$1.95**

**R2055**—A soft nainsook petticoat with dainty band of embroidered beading and ribbon set in on dainty lace ruffle. Dust ruffle edged with val lace. Fastened with buttons and will adjust at waist to any size. Special price, **\$1.95**



**R2057**—Silk Jersey top petticoat with wide ruffle of tucked bias messaline edged with plaiting. Draw string at waist. Price, **\$3.25**

**R2058**—Crepe de chine petticoat of the finest quality with a fine shadow lace flounce draped up at waist with a ribbon bow. Price, **\$4.45**

**R2059**—Clinging petticoat of all silk Jersey. May be had in red, green, navy, black and white edged with embroidered scallops. Fastened with draw string and patent fasteners. Price, **\$4.25**

**R2040**—The above petticoat of a heavy tub silk in any color. Price, **\$3.25**

**R2061**—Daintily made crepe de chine petticoat with a plaited lace flounce and wide lace band. Fastens at back with a draw string. Special price, **\$2.95**

## CORSETS.

**R3208**—Corset of crepe de chine in link, blue, lavender, and white. Band of soft lace with ribbon at top. Shoulder straps of lace. Fastened at front. Price, **\$1.45**

**R3208m**—The above corset made of net. Price, **\$0.75**

**R3217**—Beautiful corset of crepe de chine with insets of lace and tucks. Ribbon shoulder bands. Vine of roses and rosettes at front. Fastened at front. Price, **\$3.25**

**R3217c**—The above corset made of chiffon. Price, **\$2.45**



Lane Bryant, New York.

## SLIPS, COMBINATIONS, CORSET COVERS.

The Lane Bryant Komfort Garment.



**R3516**—Princess slip of softest nainsook with ribbon through beading and edging of wide lace. The lace edged ruffle is joined to skirt with three rows of insertion. Price, \$1.65

**R3114**—Pretty bloomer combination made of nainsook and trimmed with embroidered points and lace. Ribbon through the eyelets, and through beading at waistline. Open drawers edged with embroidery and ribbon bow at side. Buttons at front. Price, \$1.65

**R3109**—Dainty combination of French batiste. Pin tucked yoke joined with embroidered insertion and lace edge at neck with beading and ribbon. Wide leg open drawers edged with lace. Lace and veining at front opening. Price, \$1.55

**R3112**—Simple nainsook combination. Punch work embroidery and ribbon. Beading and ribbon at waistline. Open bloomer drawers edged with beading and ribbon. Price, \$1.15

**R280**—THE LANE BRYANT KOMFORT GARMENT, with soft unbreakable bones. May be put on or taken off quickly as it buckles with a strap around waist at front. Desirable for athletics or for lounging. Of white jeannette cloth. Price, \$1.75

**R3240**—Well fitted brassiere of heavy linen. Hemstitched seams. White torchon lace at neck and sleeves. Hooks and eyes at front. Price, \$0.97

**R3238**—Nainsook corset cover edged with neat embroidery. Beading at neck with baby ribbon through eyelets. Embroidery at arm openings. Fastening at front. Price, \$0.97

**R3239**—This soft corset cover is made of China silk and is excellent for transparent waists with short sleeves. Lace beading at neck and sleeves with narrow ribbon. Buttons at back. Price, \$1.35

**R3304**—Bloomers made of a heavy white tub silk. Flat elastic at waist and knee. Made with double seat. Fastened at one side. Price, \$2.05

**R3304a**—(Not illustrated). Nainsook bloomers as described above. Price, \$0.95

**R3231**—A fine quality of cambric is used for this fitted corsage with a wide cluny at waist and bust line. Shoulder straps of insertion. Fastened at front with hooks and eyes. Special price, \$0.55

**R3511**—Silk mull princess slip in pink, blue, lavender or white, made with fine lace and beading at front showing wide and narrow ribbon. Lace insertion at skirt with beading and ribbon. Ribbon bow at center. Edged with lace. Fastened at back. Price, \$2.95

**R3515**—Nainsook princess slip with ruffle of embroidered lawn. Embroidered beading and ribbon at neck. Price, \$1.45

**R3517**—Another nainsook slip with lace and embroidered medallions at front. Edged with val. Flounces of lawn with val insertion and edging. Lawn dust ruffle. Price, \$1.95





## INFANTS' OUTFITS.

For convenience in making the first selection in layettes, we have given below four different lists at varied prices. Each one is complete and will meet all immediate needs of the newcomer. Any article may be omitted or substituted: more elaborate sets can be supplied on learning of the limit in price. All are illustrated on following pages with coats, caps and other accessories which will be added when desired, but are not included in the lists below.

With every purchase of infants' outfits from \$15.00 upward, we will present a copy of

Dr. Louis Fischer's hand book for mothers, "The Health-care of the Baby."

This may be had also at our special price, 75c. Postpaid.

## LAYETTE NO. 1. \$15.

Three bands, 25c.	\$0.75
Three cashmere shirts, 50c.	1.50
Three flannel barrows, 50c.	1.50
Two flannel skirts, plain, 65c.	1.30
One embroidered flannel skirt.	1.45
Three nainsook skirts, 50c.	1.50
One nainsook skirt.	.69
Three nainsook slips, 37c.	1.11
Two dresses, 50c.	1.00
One Dress .	.98
One dress .	1.15
One sacque, worsted .	.98
Two pieces diapering, 58c.	1.16

## LAYETTE NO. 2. \$25.

Three bands, 25c.	\$0.75
Three cashmere shirts, 50c.	1.50
Three flannel barrows, 50c.	1.50
Two flannel skirts, 65c.	1.30
One embroidered flannel petticoat.	1.45
Three nainsook skirts, 50c.	1.50
One nainsook skirt.	.69
Two dresses, 50c.	1.00
One Dress .	.98
One dress .	1.15
One dress .	1.59
One dress .	1.95
Three night slips, 37c.	1.11
One sacque, worsted .	.98
Two pair booties, 24c.	.48
One soap box .	.45
One powder box .	.42
Three pieces diapering, 58c.	1.74
One trimmed basket.	4.95

## LAYETTE NO. 3. \$35.

Three bands, 25c.	\$0.75
Three shirts, 50c.	1.50
Three flannel barrows, 79c.	2.37
Two flannel skirts, \$1.15.	2.30
One flannel skirt, embroidered, scalloped.	1.45
One flannel skirt.	2.25
Two nainsook skirts, 50c.	1.00
One nainsook skirt .	.69
One nainsook skirt .	1.35
Four night slips, 50c.	2.00
One cashmere wrapper .	2.25
One dress 98c.	.98
Two dresses, \$1.39.	2.78
One dress .	1.55
One dress .	1.95
One worsted sacque .	.98
Two pair booties, 24c.	.48
Two pair booties, 44c.	.88
Three pieces diapering, 58c.	1.74
One trimmed basket.	4.95
One soap box .	.50
One powder box .	.44

## LAYETTE NO. 4. \$45.

Three bands, 25c.	\$0.75
Three shirts, 50c.	1.50
Three flannel barrows, 79c.	2.37
Two flannel skirts, \$1.15.	2.30
One flannel skirt, embroidered, scalloped.	1.45
One flannel skirt .	2.25
Two nainsook skirts, 69c.	1.38
Two nainsook skirts, \$1.35.	2.70
Four night slips, 50c.	2.00
One dress, 98c.	.98
Two dresses, \$1.50.	3.00
Two dresses, \$1.95.	3.90
One dress .	2.49
One cashmere sacque.	1.74
Two wrappers, \$2.95.	5.90
One sacque, worsted .	.98
Two pair booties, 24c.	.48
Two pair booties, 49c.	.98
Three pieces diapering, 58c.	1.74
One basket .	4.95
Toilet set .	1.49

## HAND MADE LAYETTE NO. 5. \$60.

Four bands, 25c.	\$1.00
Three silk and wool shirts, 90c.	2.70
Three flannel barrows, \$1.50.	4.50
Two flannel skirts, \$2.25.	4.50
One flannel skirt.	3.75
Two nainsook skirts, \$1.95.	3.90
Two nainsook skirts, \$2.95.	5.90
Four night slips, \$1.45.	5.80
Two dresses, \$1.45.	2.90
Two dresses, \$1.95.	3.90
One dress .	4.45
One cashmere wrapper.	2.95
One cashmere sacque.	2.48
One worsted sacque.	.98
Three pair booties, 44c.	1.32
One pair booties.	.98
Three pieces diapering, 58c.	1.74
One trimmed basket.	4.95
Toilet set .	1.49

## HAND MADE LAYETTE NO. 6. \$90.

Four bands, 25c.	\$1.00
Four silk and wool shirts, 90c.	3.60
Three flannel barrows, \$2.95.	8.85
Two flannel skirts, \$2.25.	4.50
One flannel skirt.	3.75
Two flannel skirts, \$3.75.	7.50
One nainsook skirt.	2.95
Two nainsook skirts, \$2.95.	5.90
Four night slips, \$1.45.	5.80
Two dresses, \$1.95.	3.90
Two dresses, \$2.95.	5.90
One dress .	2.95
One dress .	5.25
Two cashmere wrappers, \$4.45.	8.90
One cashmere sacque, \$2.48.	2.48
One worsted sacque.	.98
Two pair worsted booties, 44c.	.88
Two pair booties.	1.90
Three pieces diapering, 58c.	1.74
One basket .	7.50
Toilet set .	1.49
Pillow slip and sheet.	2.30

## BABYLAND.

## OUR SPECIAL DEPARTMENT FOR INFANTS.

It is in natural sequence of our extensive dealings with mothers in expectation that the outfitting of infants has become a most important part of this business. The third floor of our building is devoted entirely to the display of infants' layettes and nursery requisites.

Every thing that is likely to be needed from the moment of birth to the age of four will be found here at prices always 25 per cent. lower than elsewhere because we have specialized in this as in kindred lines and handle only what is really wanted without burdening the department by unsaleable goods often carried as an experiment by those whose knowledge is more limited. We deal only in certainties and the resulting benefit goes to the judicious purchaser of infants' wear who makes a thorough investigation before placing her order. We invite comparison of values with goods of equal excellence offered anywhere.

Quality is a most important factor. The natural and laudable ambition of every mother to have nothing but the best for her baby is recognized. We have nothing coarse, shoddy or unrefined; yet, even in the superior qualities we offer, the prices are more than moderate. A glance over the following pages proves this. Then, for the convenience of young matrons purchasing a first outfit, we have arranged a number of layettes, listed at prices that vary according to value of garments and the numbers supplied; the simplest will suffice for all needs.

The more costly and hand-made layettes will please those accustomed to the more expensive luxuries. The essential garments are the flannel band, shirt, diapers, pinning blanket, petticoat and night slip. A shawl or head throw to protect the infant while being carried, a good blanket, scales for weighing the baby each day. A dainty basket also may be selected and the jackets, wrappers, coats, caps and booties come later when the infant begins to develop.

Any who desire further information or advice may consult our expert in charge who will answer all inquiries that are received without cost.

In ordering it is necessary to state whether the first size is required or six months, one year up to four years.

## A SPECIAL OFFER FOR THE BABY

**R159**—This lovely infant's dress of nainsook with yoke beautifully hand embroidered may be had either long or short. The seams are joined with fine embroidered veining. There is val lace at neck and sleeves and the skirt is hemstitched. Fully worth \$1.75.

Price, 98c.

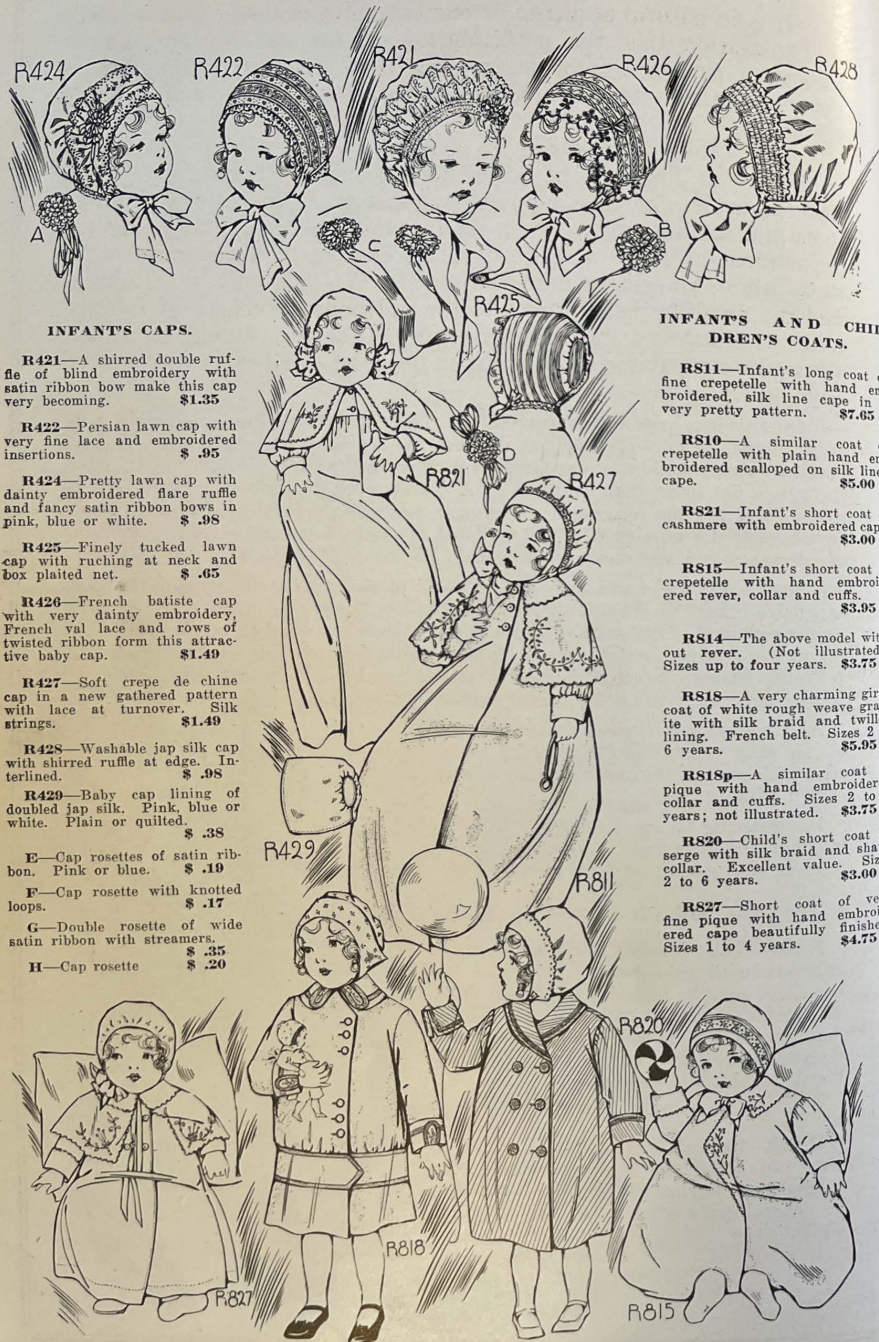
**R423**—Infant's cap of finest lawn with tiny pin tucks and an embroidered flap turned back puritan style. Net ruching at front and wide streamers. Fully worth \$1.00.

Price, 59c.





## INFANTS' CAPS AND COATS.



INFANTS AND CHILDREN'S COATS.

**RS11**—Infant's long coat of fine crepetelle with hand embroidered, silk line cape in a very pretty pattern. **\$7.65**

**RS10**—A similar coat of crepetelle with plain hand embroidered scalloped on silk lined cape. **\$5.00**

**R821**—Infant's short coat of cashmere with embroidered cape. **\$3.00**

**RS15**—Infant's short coat of crepetelle with hand embroidered rever, collar and cuffs. **\$3.95**

**RS14**—The above model without rever. (Not illustrated.)  
 Sizes up to four years. **\$3.75**

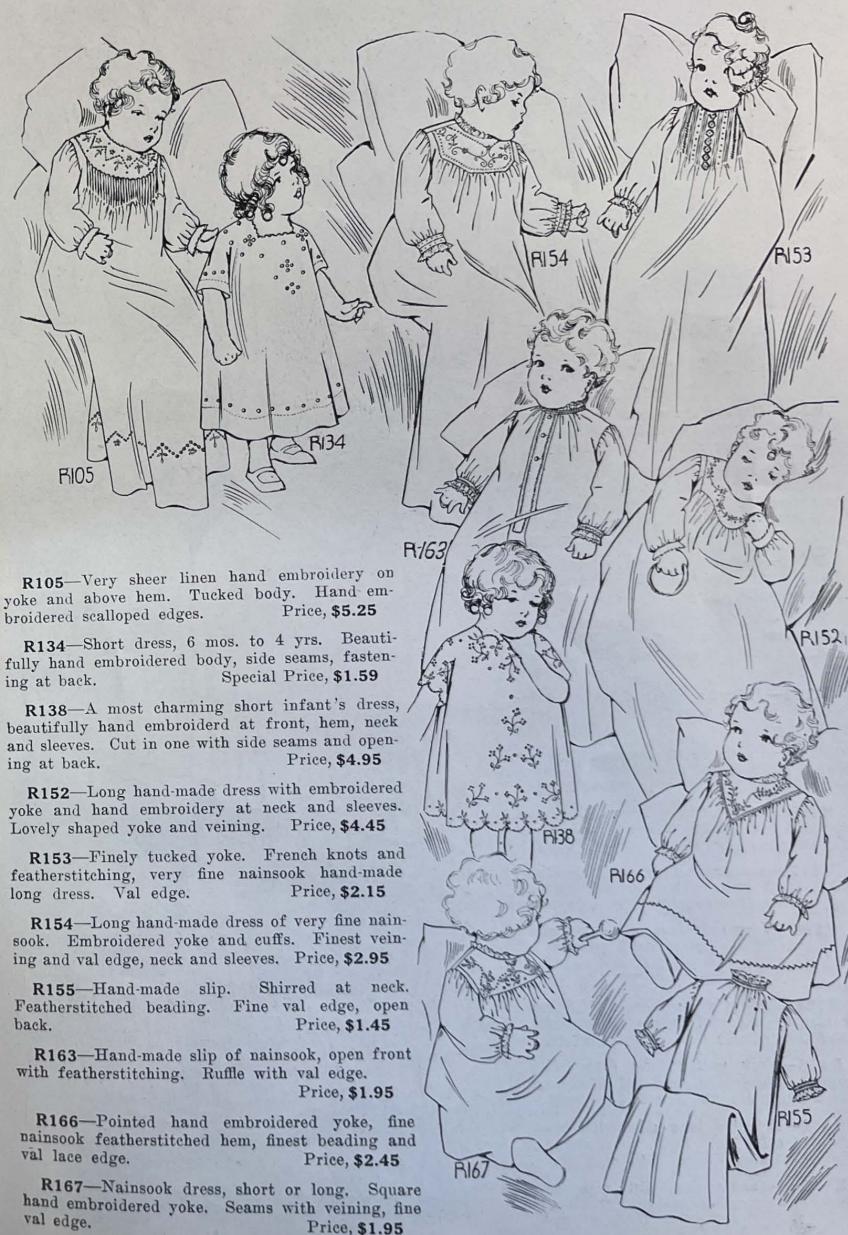
**RS18**—A very charming girl's coat of white rough weave granite with silk braid and twilled lining. French belt. Sizes 2 to 6 years. **\$5.95**

**RS18p**—A similar coat of pique with hand embroidered collar and cuffs. Sizes 2 to 6 years; not illustrated. **\$3.75**

**R820**—Child's short coat of serge with silk braid and shawl collar. Excellent value. Sizes 2 to 6 years. **\$3.00**

**R827**—Short coat of very fine pique with hand embroidered cape beautifully finished. Sizes 1 to 4 years. **\$4.75**

HAND MADE INFANTS' DRESSES.



**R105**—Very sheer linen hand embroidery on yoke and above hem. Tucked body. Hand embroidered scalloped edges. Price, **\$5.25**

**R134**—Short dress, 6 mos. to 4 yrs. Beautifully hand embroidered body, side seams, fastening at back. Special Price, **\$1.59**

**R138**—A most charming short infant's dress, beautifully hand embroidered at front, hem, neck and sleeves. Cut in one with side seams and opening at back. Price, **\$4.95**

**R152**—Long hand-made dress with embroidered yoke and hand embroidery at neck and sleeves. Lovely shaped yoke and veining. Price, **\$4.45**

**R153**—Finely tucked yoke. French knots and featherstitching, very fine nainsook hand-made long dress. Val edge. Price, **\$2.15**

**R154**—Long hand-made dress of very fine nainsook. Embroidered yoke and cuffs. Finest veining and val edge, neck and sleeves. Price, **\$2.95**

**R155**—Hand-made slip. Shirred at neck. Featherstitched beading. Fine val edge, open back. Price, **\$1.45**

**R163**—Hand-made slip of nainsook, open front with featherstitching. Ruffle with val edge.  
Price, **\$1.95**

**R166**—Pointed hand embroidered yoke, fine  
nainsook featherstitched hem, finest beading and  
val lace edge. Price, **\$2.45**

**R167**—Nainsook dress, short or long. Square hand embroidered yoke. Seams with veining, fine val edge. Price, **\$1.95**







## INFANTS' DIAPERS AND UNDERWEAR.



### STERILIZED DIAPERS OF BIRDS-EYE CLOTH.

Our diaper cloth is unexcelled in quality and because of the large trade we supply the prices are exceptionally low.

6 H 1 doz. hemmed diapers.	6 D Birds-eye, 10-yard piece.
18x36".....\$.75	18" wide.....\$.58
22x44".....1.10	22" wide......70
27x54".....1.55	27" wide......80
20x40"......95	20" wide......65
24x48".....1.15	24" wide......75

R2—Flannel band with pinked edges.	\$ .25
R17—Knitted wool band with reinforced ends.	\$ .39
R17s—The above made of silk and wool.	\$ .50
R17e—The above made of cotton.	\$ .25
R25—Infant's diaper drawers of Canton flannel.	\$ .50
R45—Infant's cashmere lapover shirt with double front.	

Size	1	2	3	4
Price	\$ .50	\$ .55	\$ .60	\$ .65

<b>R45s</b> —The above shirt of silk and wool.				
Size	1	2	3	4
Price	\$ .75	\$ .85	\$ .95	\$1.00

<b>R46</b> —Infant's cashmere shirt of fine quality.				
Size	1	2	3	4
Price	\$ .50	\$ .55	\$ .60	\$ .65

**R46s**—The above made of silk and wool.

Size	1	2	3	4
Price	\$ .90	\$1.00	\$1.10	\$1.20

**R231**—Infant's flannel petticoat with hand embroidered scallops at edge. \$

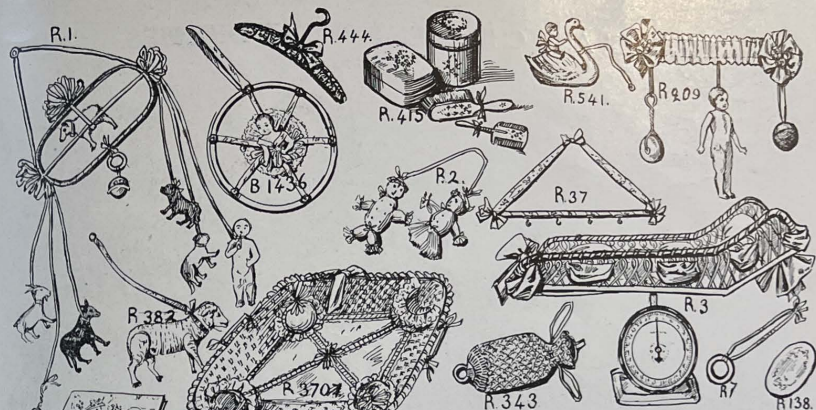
**R233**—Flannel gertrude princess hand made and hand embroidered button down blouse. \$

**R238**—Flannel barrow with plain hem and double body. With shoulder straps.

**R241**—Flannel petticoat entirely hand made with fine book body and hand embroidered scallops.

## INFANTS' HOSE

R2025—Cashmere wool, long.	25
R2026—Silk and wool hose, long.	37
R2027—Silk lisle hose, long.	25



## TOYS.

R1—Oval hoop covered with pink or blue ribbon.	
Soft wool lamb in center. Rattle suspended from hoop. Small celluloid figures.	\$2.25
R2—Worsted dolls, pink or blue ribbons.	\$ .95
R7—Ivory teething ring.	\$ .25
R382—Celluloid lamb floater.	\$ .29
R541—Floater for bath.	\$ .75
R1436—Pretty toy attracts immediate attention.	
Ribbon covered hoop. Ribbons crossing with doll head in center.	\$1.10

## NURSERY ESSENTIALS.

**NURSERY**

**R3**—Trimmed scales for weighing infants. White enameled wicker top of finest quality with quilted silk pad and satin ribbon. Pink or blue. **\$8.75**

**R7**—Hanged painted nursery rack. Pink or blue with hooks. **\$ 7.75**

**R13S**—French ivory pin tray. Hand painted ring in centre. Pink or blue. **\$ 3.55**

**R243**—Hot water rubber bag covered with silk crochet bag. Ribbon drawn through at neck of bag. Blue or pink. **\$ 6.69**

**R415**—Beautiful hand painted French ivory toilet set of comb, brush, powder and soap box. **\$1.49**

**R444**—Hand painted coat hanger, pink or blue. **\$ 1.49**

**R445S**—French ivory comb and brush set. **\$ 1.45**

**R3707**—Diamond shaped basket trimmed in pink or blue. Pin cushion and pockets for convenience in dressing infant. **\$4.95**

**R312**—Small hand painted infant record book about 4x6 and has 20 pages containing the history of his first year \$ .98

**R65S**—Beautifully hand painted baby record book. 7x10. \$1.78

**PILLOW SLIPS AND COVERS.**

**PILLOW SLIPS AND COVERS**

**R51**—Padded silk slip in pink or blue. Very fine China silk with edge and bows of silk. **\$3.35, \$3.25**

**R101**—Cashmere shawl in white, pink, blue or white silk crochet. French knots and featherstitch edge. 33 inches square. **\$2.24**

**R209**—Rubber carriage strap covered with pink or blue ribbon, rattle, doll and celluloid ball. **\$1.87**

**R302-375**—Pillow slip and spread of finest French muslin with embroidered edge. **\$2.30**

**R306**—Pillow slip of lawn with embroidered edge and hemstitching. **\$1.35**

**R307**—Pillow slip of fine linen lawn with lace inserts and val edge. Bow of satin ribbon. **\$1.95**

**R881**—Fine quality pique carriage cover with embroidered scallops and design. **\$1.50**

**R882**—Beautifully hand embroidered scallops and cover of finest pique showing triple scallops and eyelet embroidery. **\$5.95**

**R883**—Pique carriage cover with embroidered scallops at edge. **\$1.00**

**R3062**—Hand embroidered pillow slip of fine linen with hemstitched edge. **\$4.35**

Exquisite design.



## INFANTS' AND CHILDREN'S SHORT DRESSES.



## EMPIRE AND FRENCH DRESSES.

**R148**—Fine Persian lawn infant's short dress 6 months' to 2 years' size with very dainty embroidered swiss beading and edge. Yoke and hem have embroidered scallops and show a pretty embroidered vine pattern. Price, \$2.95

**R165**—Infant's short dress of fine nainsook square neck and short sleeves. Very pretty embroidery and val lace trimmings at skirt and yoke. Price, \$1.50

**R171**—Very smart French dress of fine batiste. Fine tucks and featherstitching at yoke with embroidered beading. Ribbon and lace at neck and sleeves. Beautifully embroidered flounce and ribbon drawn through exquisite banding. 2 to 6 years. Price, \$3.95

**R172**—Fine lawn dress with fine tucks and box plait effect. Pink or blue ribbon drawn through French Waist. Square neck and sleeves edged with veining and fine val lace. 2 to 6 years. Price, \$2.25

**R173**—Empire dress with square collar and girdle of pink or blue ribbon through embroidered beading. Made of very fine lawn. Hemstitching and val lace edge. Tucks at hem. Size 1 to 4 years. Price, \$1.50

**R174**—India lawn of fine quality made in empire style with embroidered yoke and scalloped neck. Daintily embroidered beading with ribbon at waist and val at sleeves. 1 to 4 years. Price, \$1.95

## HAND MADE DRESSES.

**R103**—Soft handkerchief linen infant's dress entirely handmade and hand embroidered in sprays at prettily shaped yoke and front. Scalloped at neck and sleeves with fine veining. 1 to 4 years. Price, \$3.85

**R139**—Sheer Swiss infant's dress. Beautifully hand embroidered in a rare pattern with deep scallops at skirt and sleeves. Cut entirely in one with side seams and opening at back. 6 months to 2 years. Price, \$5.45

**R142**—Hand made linen dress with eyelet and blind hand embroidered scalloped edges. Belt of wash ribbon drawn through embroidered eyelets. Cut in one with opening at back. Price, \$3.95

Lane Bryant, New York.  
INFANTS' AND CHILDREN'S UNDERWEAR.

## DRAWERS.

(Sizes 2 to 6 years)

**R30**—Plain knitted drawers. \$ .35  
**R31**—Gathered drawers of very fine muslin with dainty embroidered ruffle and narrow beading with ribbon. \$ .45  
**R32**—Well made drawers of good muslin with tucks, and embroidered ruffle. \$ .25  
**R33**—Muslin drawers with tucks. \$ .15  
**R34**—Circular knitted drawers. \$ .25

## SLIPS AND PETTICOATS.

**R250**—Infant's short petticoat of fine nainsook with embroidered ruffle. \$ .98  
**R253**—Short flannel petticoat with hand embroidered silk scallops. Muslin body buttoned at back. \$1.75  
**R725**—Stockinet night slip buttoned at back with drawstring through hem to protect feet. \$ .50

**R730**—Night slip of fine nainsook made round neck and elbow sleeves with pink or blue ribbon drawn through bias folds. Featherstitching at cuffs, neck band and front opening. \$ .50

## WAISTS AND VESTS.

**R950**—Very pretty girl's waist of fine cambric with torchon trimming and attached ruffles. \$ .50  
**R951**—Child's waist of fine cambric with buttons for drawers and skirts. \$ .25  
**R1001**—Infant's diaper vest of fine cambric with aluminum eyelets for pins to keep diaper in position. \$ .25

## NIGHT DRAWERS.

**R1051**—Summer night drawers of cross bar muslin with short sleeves and square neck. 2 to 6 years. \$ .50  
**R1052**—Night drawers of under crepe extremely well finished with pocket and embroidered edging at neck and sleeves. Sizes 2 to 6. \$ .79



## INFANTS' AND CHILDREN'S ROMPERS.



## CHILDREN'S HATS.

**R431**—Washable pique shade hat with detachable gathered crown and double rim with hand embroidered edges. Price, \$1.50

**R432**—Washable hat of rep in white, pink or blue with detachable gathered crown and firm stitched edge. Price, \$ .50

## ROMPERS.

**R930**—Extremely well made rompers of blue and white striped percale with hand embroidered scallops at neck and sleeves. Made with double yoke. Price, \$1.45

**R929**—Seersucker, in pink or blue, can be used for this girlish romper with square neck and short sleeves, no need of ironing. Price, \$ .79

**R926**—Open leg rompers with short sleeves for boys, made of blue or tan union linen with white pipings. Price, \$ .79

**R925**—Checked gingham rompers with yoke made in pink or blue with white pipings. Price, \$ .50

**R927**—Chambray rompers in blue or tan with white banding round collar and pocket. Price, \$ .50

**R931**—Very dressy rompers of very fine white riplette with collar and cuffs in pink or blue. Hand embroidered pocket. Price, \$1.75

## BOYS' DRESSES.

**R161**—Box plaited dress for boy, made of the finest quality white linene and extremely well finished in tailored style. Price, \$1.49

**R160**—Boy's dress of white striped negligee shirt with box plaits and turn down collar, exceptionally well finished. Price, \$1.15

**R170**—Boy's or girl's dress of very fine chambray in pink, tan, white, caded, navy with raglan yoke and dainty hand embroidery. Price, \$1.49

**R928**—Infant's creepers of seersucker in pink or blue, made straight and buttoned across to legs. Price, \$ .50

Can be had in sizes 6 months to 6 years.

## EXTRA SIZES AND SPECIAL STYLES.

For Over-Developed Figures.

The art of being well dressed depends not so much in following set forms as in studying the needs of each individual and planning the right models for its particular requirements.

Because certain leaders of fashion and a number of well-known actresses are tall and slender many of us are apt to conclude that only those of willowy form can be attractively gowned and the rest of us may as well give up the struggle and have at least comfort if not pleasure in our attire; forgetting that the "Buxom" figure has been praised in song and story.

That this mode of reasoning is entirely without foundation we have proved by the success of our styles for maternity, shown in another book.

On the pages that follow here we have shown that fashionable attire of the very best type may be adapted also for stout figures. We have studied this problem thoroughly and can speak with authority of a matter which calls into use our unique knowledge and experience.

Models shown on this page and those that follow are made in all sizes from 39 to 59 bust measure at prices catalogued. These are suitable also for elderly women not necessarily stout but of proportions differing from the more youthful figures. Other styles on the foregoing pages showing coats, negligees, skirts, blouses, dresses and three piece suits, may be had in large sizes at a slight additional cost. Ten per cent. extra for sizes 44 to 48 and twenty per cent. extra for sizes over 48.

We recommend also for stout figures the tailored suits and other styles in our special book for maternity "Expectations and Styles" consisting of 48 pages. A copy will be sent upon request.

**R8039**—Dainty blouse of finest ecru batiste with beautifully embroidered points at edge of front, revers, collar and cuffs. Has simple long lines with clusters of pin tucks and shallow yoke at shoulders. Beautifully made with veining at seams and fastened at front with fancy buttons. Price, \$5.85

**R2377**—Extremely well tailored skirt of Ramie linen made with girdle top and fastened with buttons and button holes at front panel forming loose plait at hip. Short panel also at back. Price, \$5.00

**R2377**—The above skirt of fine French serge in black, navy, white, brown or other shades. Price, \$6.95

**R2377**—The above skirt of cotton bedford. Price, \$4.85

**R8012**—Smartly tailored blouse of natural silk pongee showing again the pointed neck so becoming to a full face. Buttoned at front and finished with well shaped collar and cuffs. Ribbon tie at neck in any color. Price, \$3.45

**R8012c**—The above blouse made of crepe de chine in any color. Price, \$6.75

**R2385s**—Fashionable skirt of French serge in navy, black, or colors, fastening at front and showing the broken slope of a low tunic effect that gives length. There is an inverted plait at back with short straps. Price, \$6.25

**R2385p**—The above skirt of silk poplin in black or colors. Price, \$9.00





## AFTERNOON DRESSES.



R 1992

R 1218

**R1215**—This well planned model of crepe de chine in black or colors shows loose jacket effect attached to a plain bodice with gathered vest of white chiffon at front. There is a double collar of hemstitched muslin de soie over white and French knots of heavy silk trim all edges. The skirt is gathered slightly under wide girdle and drapes up very low at left under overlapping panel that falls square to hem.

Price, \$26.75

**R1220**—A very smart dressy model of crepe meteor in navy, black, taupe or wistaria with low drapings confined under pointed panel at front. The bodice shows vest of white crepe de chine and has a pretty lace yoke at back with frills of lace at neck and fronts. A band of velvet ribbon is extremely becoming. Dresden ribbon is used for the girdle with points of the bodice buttoned over at sides. Lower sleeves of chiffon. Chiffon streamer at back. Waist lined.

**R1220w**—The above model of crepe wool in any color.

Price, \$34.50

Price, \$23.50

**R1992p**—Of silk poplin.

Price, \$28.50

**R1992c**—Of crepe wool.

Price, \$24.50

**R1218**—Crepe de chine of fine quality in black, taupe, navy and wistaria may be used for this very smart model with vest and Medici collar of embroidered chiffon. There is also a rolling collar of crepe de chine and the smart short revers are of white messaline. Wide draped girdle with rose at front. Waist lined with net. Opening at front. The skirt has new pouch effect cleverly adapted and drapings caught low with laced cord and tassel above short slit at left.

Price, \$29.50



R 1215

R 1220

**R1992**—A Charming model of crepe de chine in navy, wistaria, black, taupe, brown or other shades with soft loose bodice opening at front to disclose vest of white net. Plaited frill of lace at neck, front and sleeves. Bodice lined with silk mull. The skirt is draped at one side and gathered slightly.

Price, \$28.50

Price, \$24.50

Price, \$19.50

## STREET AND MORNING DRESSES IN EXTRA SIZES.

**R6102**—Crepe wool of finest quality and messaline are very prettily combined on this simple model for home or street wear which may be had in black or colors. The collar is of messaline, a small modified sailor with the knot at front held by reversed point. Pippings of messaline outline vest buttons and cuffs of messaline give a smart finish. Waist lined.

Price, \$15.60

**R1293**—An effective dress of striped French challie in any color showing light or dark effects. The model shows white with a navy stripe piped with bias folds in jumper effect at waist. The chemisette is of horizontal stripes with plaited lace at neck. There is a wide girdle of moire ribbon and the sleeves show both lace and ribbon. The skirt has drapings at side with deep yoke which extends to back in rounding basque effect.

Price, \$12.95

**R1293n**—The above dress of plain nunsveiling.

Price, \$12.50

**R1293s**—The above dress of Jap silk in black or white.

Price, \$17.50



R 6007

R 1293



R 6103

R 6102

**R6103**—A very becoming model of crepe de chine in navy, black, taupe, or wistaria with the double tunic adapted to the large figure by straight circular panels at back and front giving long lines. The panel idea is continued at bodice with buttons at each side and tie at front. Pointed collar with soft double frill of white chiffon at neck. The sleeve is gracefully plaited and held with short strap. Waist lined.

Price, \$24.50

Price, \$17.50

**R6103w**—The above dress of wool crepe in any color.

**R6007**—Striped ratine with blue, lavender or black on white is used for this natty dress showing panel of horizontal stripes at front. Loops and bands of heavy satin are used for trimmings. The cuffs are set on in a pretty flare and there is an unusual cut to the collar. The upper skirt shows a deep fold at knees and the lower section is made of the stripes reversed giving a pleasant variety to the straight lines.

Price, \$6.75

**R6007c**—The above model of French challie with narrow stripes. Waist lined.

Price, \$12.75



## LINEN AND STREET DRESSES IN EXTRA SIZES.



**R6027**—A very effective model of sheer soft novelty cotton in lavender, tan or blue with collar, cuffs and vest of white ratine richly embroidered in color. The pointed revers are trimmed with buttons and the lines are continued on skirt in a curved point simulating long over skirt. There is a narrow box plait at back with deep plaits at each side. An exceptionally good style.  
Price, **\$9.50**

**R1765**—Simple one piece dress of linen buttoned to hem and finished with embroidered scallops. May be had in all colors and white. Has tiny yoke, collar and cuffs of cotton crepe hemstitched. There are Gibson plaits at bodice giving a good straight line with plaits at waist under plain stitched belt.  
Price, **\$11.50**



**R6024**—Becoming street dress of linen in natural color trimmed with delft blue or white linen at collar, cuffs and buttons. The skirt is buttoned to hem and attached to plaited bodice with piping of color. Panel plaits with buttons at back.

Price, **\$5.95**

**R6025**—Simple dress of pique, especially planned to give long lines. Made in tan, white, blue, pink or lavender with trimming of brocaded ratine in a harmonizing shade. This forms the prettily curved collar, buttons and straight bands showing at waist and skirt. There are panel plaits with buttons at back and the bodice has deep plaits where the skirt is attached.  
Price, **\$6.75**

## RATINE VOILE AND CANVAS DRESSES IN EXTRA SIZES.

**R6028**—Smart, dressy model of ratine in lavender, navy, Copenhagen, grey or tan made with extending folds of white ratine at collar and cuffs. The vest folds of white ratine and shows a notched opening is also of white ratine and shows a notched opening especially well adapted to large figures. The skirt shows panel at front, wider below hips and has deep tuck continued at back in over effect.  
Price, **\$11.50**

**R6023**—An overskirt effect is shown on this lovely summer dress of ratine which may be had in lavender, grey, Copenhagen, navy or tan. The collar and cuffs are of white ratine embroidered at edge and there is a girde with streamer of black ribbon velvet. The skirt has sloping tunic caught at one side with flap and buttons and a deep fold at front is cut away to hem.  
Price, **\$12.65**



**R1278**—A very soft crepe voile novelty with raised eponge stripe is used for this very dainty model with collar and cuffs of embroidered crepe voile. The vest is of crepe voile hemstitched, showing embroidery at sides where ends of the ribbon velvet girde are crossed over to underlap. The opening is at front with a straight panel on skirt extending over hips in yoke effect to hold slight plaits. The back hangs in unbroken line from velvet girde.  
Price, **\$12.50**

**R1250**—This simple dress with straight lines is made of white canvas weave eponge of exceptional quality. The vest narrows at belt and shows ends of ribbon velvet tied at front. This and the girde of ribbon velvet. May be had in any pretty color. Little points show in basque effect over pointed panel of skirt trimmed with crochet buttons and loops. There is a deep yoke at back and a curve of plaited ribbon breaks the straight line of girde.  
Price, **\$12.85**

**R1250L**—The above dress of French linen in any color.  
Price, **\$10.75**



GUIMPES, FICHUES, NECKWEAR AND ACCESSORIES.



4103—Creme silk neck rose with pearls.  
White or colors. Price, \$ .29  
4812—Chiffon rose in blue or pink with  
foliage. Price, \$ .59  
1134—Large shaded rose of satin ribbon  
in pink or deep red. Price, \$ .75

12—Satin violets with leaves. Price, \$ .50  
1030—Shirred ribbon crescent with roses  
pink and blue. Price, \$ .20  
1056—Frenchy ribbon buckle. Pink and  
blue. Price, \$ .20

# Lane Bryant

25 West 38th Street, NEW YORK

Amount Enclosed

Forward to M

Kindly prefix Mrs. or Miss; if the former, give husband's initials

Street and No.

City -

State

To be del. on-----Ship by

**Directions for taking Measurements on reverse of this sheet**

*A separate sheet, bearing name and P. O. Address, should be used when requesting Samples or Information*

Do not write in this space

### Inquiry

Order Rec.

Order No.

### Terms

Ent. card

Sales Rcrd.

Shipped

By

Sa

Card ckd.

Stock ent

Filed

[illegible]

May we substitute? [In all cases of substitution a garment of equal value may be sent.]

REMARKS:

NOTE.—Unless "changes in detail" are stated above, Garments will be made exactly as illustrated



NOTICE:—In addition to this Book, "Fashion Hints," we issue also a special edition, "Expectations and Styles," devoted to maternity apparel. If interested, a copy will be sent upon request.

## Instructions for Taking Measurements

### REQUIRED ON VARIOUS GARMENTS

Dresses—Kindly fill all measurements

Waists and Sacques—Give measurement at bust

Loose Gowns—Give bust measure and entire length.

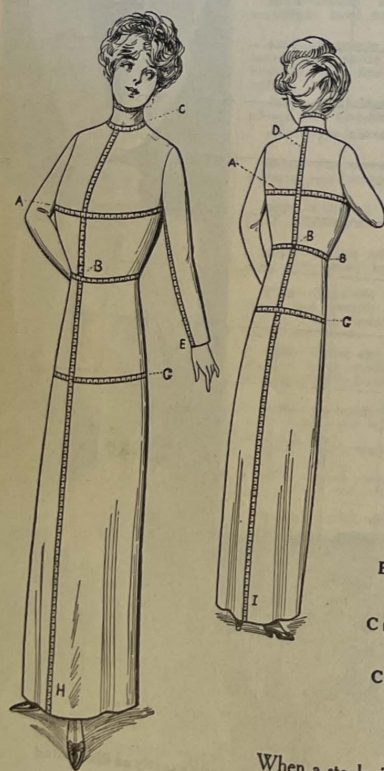
Skirts—Give waist measure, hips and length  
Coats—Give bust measure and hips

The instructions given here must be followed carefully. Garments are made exactly in accordance with the measurements sent, and should secure a perfectly satisfactory fit.

### Use an Accurate Tape

### TAKE MEASUREMENTS FROM YOUR FIGURE, NOT FROM A GARMENT

**IMPORTANT:**—All exceptional or abnormal features, such as an extended hip rounding back, extra high bust, arm or hip larger than usual, must be mentioned upon this blank.



- A Around bust: measure well up under arms, across back, and over fullest part of bust.
- B Waist band: In order to ascertain the correct waist line, tie a piece of tape or string around the smallest part of waist, and use this as basis of measurements.
- C to B Length of waist at front base of neck to bottom of waist band.
- D Waist length back from base of neck to bottom of waist band.
- E Inside sleeve measurement: length from bottom of armhole to length of sleeve desired; arm hanging loosely.
- C Around neck.
- G Around hips 8 inches below waist line.
- H Skirt length front, from waist band to bottom of skirt.
- B to I Skirt length back, from waist band to bottom of skirt.
- C to H Entire length from center of neck at back to floor, front.
- C to I Length from neck to floor, back.

Inches

When a stock size is known to fit it is well to let us know that, even when garments are made to order. It will serve as a guide to rectify any error in measurements given. When a slight change in the stock size improves the fit, mention that also, viz.:—36" fits except for the skirt being three inches too short, or 40" fits except that the hips are too large by three inches, etc.

The following suggestions will aid in ordering.

Address all communications to the firm

**Lane Bryant**

25 West 38th Street, New York

### FREE DELIVERY

Paid and charged purchases will be sent as follows:  
Amounts of two dollars and over prepaid within 300 mile zone.  
Five dollars and over prepaid within 600 miles.  
Ten dollars and over prepaid anywhere in the United States within the parcels post limit.

**LOCATIONS** not included in the free delivery limits; orders can be sent by parcels post only when full postage accompanies order, otherwise goods will be sent by express charges collect.

**DEPOSITS**—A deposit of at least one-quarter the amount of purchase must accompany C. O. D. orders. Goods cannot be sent C. O. D. with privilege of examination, as the hasty repacking in such cases render goods of little use to us when returned. All our merchandise will be found exactly as described in catalog.

**ACCOUNTS**—These may be opened by naming the customary business or bank references, preferably New York houses where accounts are already established. When out-of-town references are named, proper allowance of time must be made for investigation.

**APPROVALS**—When charge customers desire several garments to choose from we can only forward what there is in stock. This may not be always the size or color required, but will give an idea of the style before placing an order. Transportation charges both ways to be paid by customer and goods returned at once if not suitable.

**NAME STYLE AND PAGE**—It is not necessary to cut the pictures from the book; give the number of style and page, specify materials, size and color. All orders are promptly acknowledged by letter. Should such acknowledgment fail to reach you, please notify us, inclosing a duplicate order and stating the amount inclosed and whether in draft, check, money order or cash.

**SUBSTITUTION**—State definitely whether we may substitute color or material in case of inability to fill your order promptly as specified. It facilitates matters to name a second or third choice when acceptable. In all cases a garment of equal or better value will be sent.

**LARGE SIZES**—We show five pages with twenty styles designed especially for stout figures. These may be had up to size 59 bust measure at catalog price. On all other styles there is an extra charge for sizes over 44 bust measure; see page 43.

**MOURNING DRESSES**—On page 14 we show dresses, skirt and blouse in all black or all white for mourning. These can be forwarded at once or made at very short notice. Other styles also may be copied in black or white. Write for information and estimates.

**SHIPMENTS**—Parcels Post or express shipments are optional with us unless a definite preference is stated by the customer. In all cases parcels are insured against loss.

**TIME OF DELIVERY**—The time required in making to order is ten days to two weeks. In cases of urgent need such orders can be filled in a few days; but it is well, wherever possible, to allow the necessary time and to avoid undue haste, with perhaps ensuing disappointment.





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Lane Bryant

25 W. 38th Street  
NEW YORK

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